

O.3.6 AWARENESS AND SENSITIZATION PROGRAMME, AND RELATED SENSITIZATION/BEHAVIOUR CAMPAIGNS, AT REGIONAL AND CROSS-BORDER LEVEL

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Executive Summary

The awareness and sensitization campaign (ASC) of the MIMOSA project carried out its field activities during 2022 and had four main objectives, set out in methodology document D.3.4.1:

- to provide awareness & sensitization, as inherent in the definition of the campaign itself,
- to provide an assessment of the effectiveness of the public awareness actions,
- to reach a “Shared vision” for the sustainability of transport between Italy and Croatia, through the consultations of stakeholders and of citizens, to be formalised in a document to be later submitted to stakeholders, and
- to spread commitment on the shared vision, through the endorsement by stakeholders of a series of policy recommendations.

The methodology of the ASC (D.3.4.1) identifies three main categories of stakeholders: a) institutional stakeholders (public institutions and private organizations), b) the civil society (citizens) and c) academics & researchers. For this reason, the campaign was carried out along three different types of field activities, each targeting one of these three specific categories. a) interviews and focus groups at the locations of a selected group of stakeholders, b) a survey through two sets of questionnaires in Italian and Croatian addressed to the general public, c) the launch of a call for chapters and the subsequent publication of a volume on MIMOSA issues, combined with a dissemination and debate event (figure 1)

The key points emerged from the ASC are summarised below.

Main findings from the survey conduct among the wide public:

1. Most of respondents, both among citizens and institutional stakeholders, considers awareness-raising campaigns as an important way to influence both policies and behaviours. This finding is important and particularly indicative when read together with the finding that almost half of the first survey sample stated that they knew that campaigns of various types occurred in their local area and had participated to them on at least one occasion.

2. Although there is a broad and shared perception of recent improvements in the sustainability and/or quality of transport, the judgement on policies at the various levels (local, regional, national, and European) is not positive, with the sole exception of European policies. EU policies are evaluated sufficient and significantly better than both national and local policies. We interpret the combination of the two data (judgement on improvement and judgement on policy) as the consequence of a gap in communication, i.e. insufficient communication capacity that delivers in a perceived disconnection between policy results and responsibility.

Figure 1: The MIMOSA awareness and sensitisation campaign at a glance



3. The public states that they are on average well informed about MIMOSA project topics, and among the Croatian respondents the share of those who declare to be enough or well informed on maritime and coastal transport sustainability is over 90%. In the survey conducted after the campaign, almost 80% of the sample stated that they considered themselves to be sufficiently or well informed on sustainable transport issues, with almost the same percentage between Italy and Croatia. 63% also stated that they were equally well informed on sustainable maritime and coastal transport issues, but this figure was over 90% for the Croatian sample and just over 50% for the Italian sample.

4. EU policies are considered to have a significant impact on the sustainability of transport by almost 65% of the respondents. Among Italians this percentage is very high (95%). Lower, but still significant, is the percentage of Croatians (71%).

Main findings from the stakeholders' discussion groups and interviews:

1. Coordination and cooperation among maritime operators, ground transport operators, port authorities, and local authorities is seen as a priority to optimize transport planning, jointly with the digitalization of procedures. Stakeholders have mentioned a possible permanent planning process with all the stakeholders, based on common objectives, an opportunity to achieve shared solutions, and guarantee and effective transition to a sustainable transport system.

2. The improvement of land connections, both in quantity and in quality, (e.g. bus, railways) is considered the most effective way to reduce car dominance in cross border travels. New connections should include a) new railways, b) new bus services, c) improved public transport connecting ports and cities. This, together with the promotion of intermodal modes of transport, would provide the opportunity not only to reduce car congestions but also to diversify tourism and extend the season.

3. The interference of tourism mobility with residents' needs should be approached with shared decisions. Specifically, the connection with islands and the Istria County public transport need to be improved in the logic of a better service to the residents.

4. A fundamental step is the transition towards less polluting fuels and more efficient vessels propulsion systems. This step, however, would require a coordination between maritime operators and Port Authorities to coordinate and optimize the investments.

1. Aim and scope of this Document

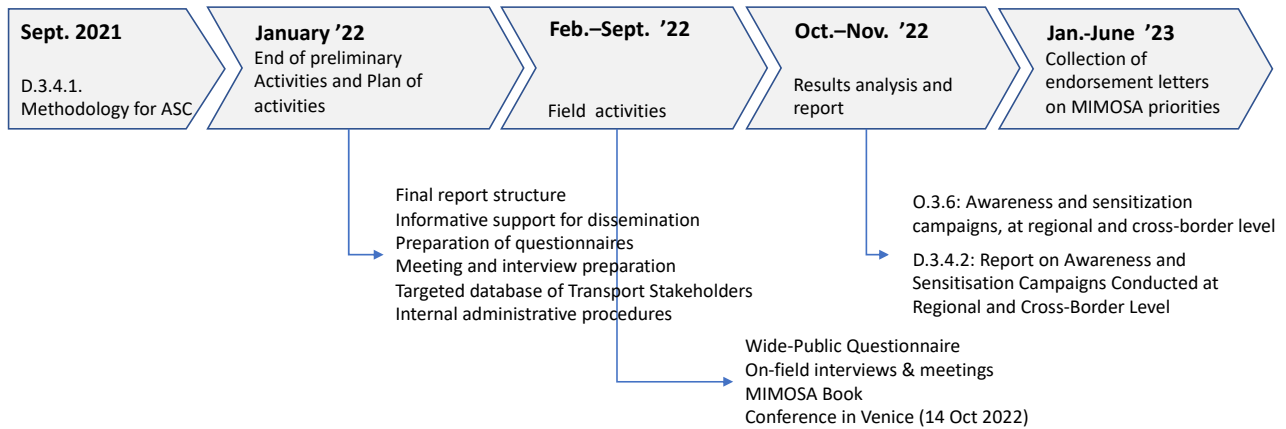
The goal of this document is to report the results of the awareness and sensitisation campaign (ASC) developed within the framework of the MIMOSA project.

The ASC is a decisive phase for the dissemination of the programme principles and knowledge that emerged during the MIMOSA project. method and objectives of the ASC were made explicit in Deliverable D.3.4.1. More precisely, the objectives were summarised as follows:

- a) to disseminate the knowledge acquired during the project about the understanding emerged regarding the status of passenger transport between Italy and Croatia (O.3.1. passenger transport demand analysis; O.3 .2 - user survey about habits; quantitative analysis of the existing demand - D3.1.1; behavioural analysis on habits and travel determinants - D3.1.3);
- b) to sensitise the stakeholders to the results that emerged from such analysis and to the scenarios (D.3.1.4), creating the premises for a generalised tension by the stakeholders to the pursuit of the action plan (D.4.5.1) through the planning methodology to be defined in the MIMOSA cross-border planning model (O.4.5).

The prolonged effects of the Covid pandemic made it necessary to move questionnaires, meetings and interviews as far forward in time as possible. This was not only in order to be able to carry out the activities in the field instead of online, but also to ensure that the questionnaire surveys were affected as little as possible by the previous situation. For these reasons, the core part of the ASC (beyond the preliminary activities started in May 2020), took place between the end of 2021 and November 2022. The planning and the method of conduct of the core activities of the ASC are described in Deliverable D.3.4.2. (Report on awareness and sensitization campaigns conducted at regional and cross-border level), while this document reports information and data collected from the ASC. (figure 2).

Figure 2: General time plan of the activities developed for the ASC



The campaign required preliminary activities and took place on numerous fronts, but the most intensive phases took place from November 2021 onwards. As of this date, in fact, a series of questionnaire surveys took place, as well as a series of bilateral meetings and group meetings with stakeholders previously identified as being among the most relevant to the MIMOSA objectives. All this was accompanied by a targeted communication and dissemination campaign. The modalities of the awareness campaign activities are described in detail in Deliverable D.3.4.1.

The target of stakeholders has been identified in the broadest way, given the variety of topics involved, and in order to maximise the impact, thus including (see D.3.4.1., section 2.1.): a) public institutions, b) private organizations, c) academics & researchers, d) civil society/ citizens or association of citizens. For each of these groups different actions have been put in place. Specifically, the core of the campaign has been the field activities, constantly supported by communication and dissemination activities by all partners and, in particular, by partner 12 – HŽPP. These activities were essentially of 4 types: a) a series of on-field meetings and interviews aiming at involving a selected group of institutional stakeholders, b) a questionnaire conceived to reach the wide public and spread in Italian and Croatian within the programme area, c) an academic publication aiming at reaching scholars and, possibly, academic students, d) a dissemination event that has been held in Venice in October 2022. As these activities were carried out, they were accompanied by

communication on social media aimed at raising the profile and expanding the number of people involved.

Overall, the activities were aimed at achieving the objectives set out in deliverable D.3.4.1. (methodology for the awareness & sensitization campaign), and more specifically:

- To inform stakeholders on the results of the analysis developed within the MIMOSA project (i.e.: quantitative and qualitative overall framework of the current state of passenger, organisational and technical solutions for sustainable transport, overview of possible solutions for improving harmonisation and connectivity);
- To involve the stakeholders in a participatory process outlining the method for a cross-border transport plan. In this sense, the ASC also provided significant inputs for the preparation of Deliverable D.4.5.1 "Methodology for elaborating a cross-border planning model".

Together with the above-mentioned activities, another fundamental element of the MIMOSA sensitisation and awareness campaign is the pilot related to the innovative solutions for mobility habits (D.3.4.3) whose development is ongoing. For this activity the realisation of end-user side ICT solutions is planned, aiming at making citizens aware of the effects of inappropriate mobility choices. In this pilot, a selected target will have the opportunity to use an innovative travel facilitator tool, capable of raising awareness on the effects of reckless mobility. In a nutshell, a selected target of profiled travellers will receive information in real time, with the ultimate goal to activate a behavioural change process whereby appropriately selected information can prompt people to make more sustainable mobility choices, such as using public transport or choosing less congested routes.

Activities under 3.4.3 are complementary to those of Activity 3.4.2. The former aim at changing the behaviour of the general public, while the latter aim at a sensitising both selected stakeholders and the wide public.

The scope of this document includes only the latter, and for this reason the innovative solutions for mobility habits will be reported in D.3.4.3. Consequently, this document is structured as follows: the next section briefly describes the implementation of the ASC, providing details about activities

and the target involved. Section 3 provides a glance on the results of the campaign (while detailed report on stakeholders consultation and the surveys are included in the Deliverable D.3.4.2.), showing both the key data on the degree of involvement and the results of the consultations. The last section includes concluding remarks and describes the next step of further stakeholder involvement, which will concern the recognition and signing of a common text concerning the principles that emerged from the consultation.

2. The implementation of the field activities of participation and involvement

2.1. The involvement of institutional stakeholders

Public and private institutional stakeholders have been involved through both group meetings and bilateral meetings. (figure 23). We thought that a face-to-face meeting on their venue was the best way to enable both the participation to the campaign and to disseminate the results of the MIMOSA project. To this end, the initial dissemination of the MIMOSA project took place at the time of the contact and/or meeting request, and continued in subsequent communications both with a general indication of the project pages and by providing specific information during the meetings on the various analyses and activities carried out within MIMOSA. For example, tourism development forecasts, technological prospects, summaries of analyses on the environmental impact of transport, and so on. A total of 22 public or private institutional actors were involved and visited in six different cities. The list of stakeholders and the venues of discussion groups and interviews is shown in table 1 and figure 3.

Table 1: Summary of meetings and interviews conducted for the ASC (all activities took place in 2022)

PLACE	DATE	INTERVIEW MODE	STAKEHOLDERS INVOLVED
Ancona	Sept. 7 th	Discussion group	Central Adriatic Port Authority - Jadrolinija Lines
Bari	Sept. 8 th -9 th	Individual Interview	City of Bari, Mobility Department
Bari	Sept. 8 th -9 th	Discussion group	Apulia Regional Authority – Transport Infrastructures Department and Local Public Transport & Mobility Department
Pula	Aug. 13 th -15 th	Discussion group	IDA Regional Development Agency
Split	Aug. 30 th -31 st	Discussion group	Split Port Authority - MSC Lines - Jadrolinija Lines - Split-Dalmatia County
Trieste	Jul. 5 th -8 th	interview (on-field)	City of Trieste, Mobility Department

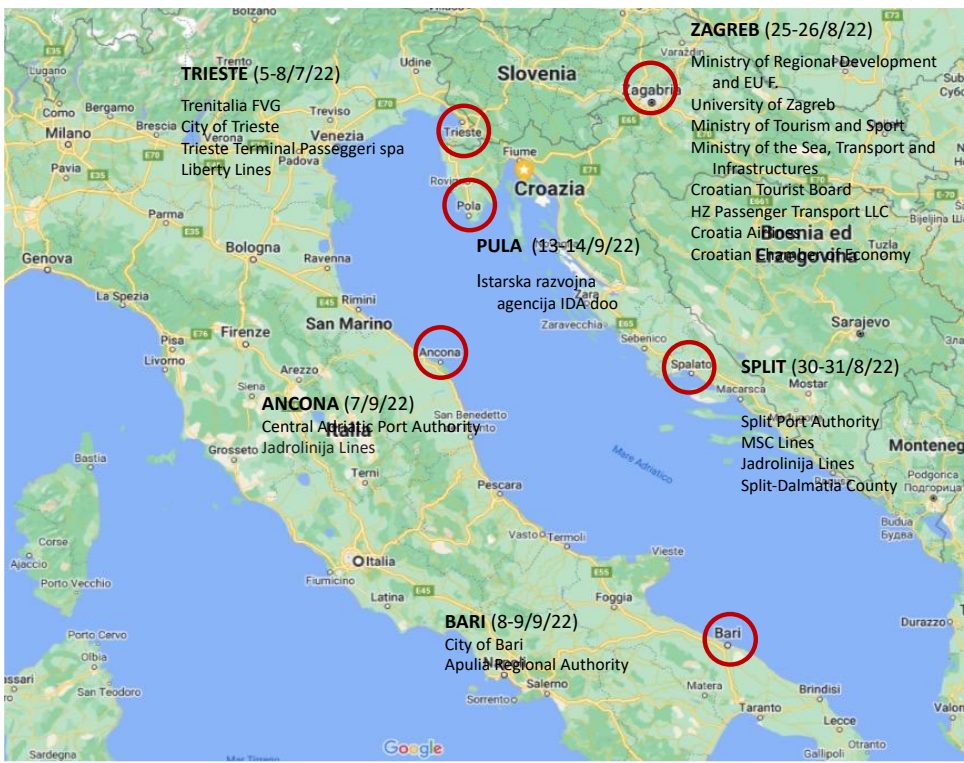
Trieste	Jul. 5 th -8 th	interview (on-field)	Terminal Passengers Spa
Trieste	Jul. 5 th -8 th	interview (on-line)	Trenitalia FVG operator
Trieste	Jul. 5 th -8 th	interview (on-line)	Liberty Lines Spa
Zagreb	Aug. 25 th -26 th	Discussion group	Ministry of Regional Development and EU F. - University of Zagreb - Ministry of Tourism and Sport - Ministry of the Sea, Transport & Infrastructures - Croatian Tourist Board - HZ Passenger Transport LLC
Zagreb	Aug. 25 th -26 th	interview	Croatian Airlines
Zagreb	Aug. 25 th -26 th	interview	Croatian Chamber of Economy

Of course, in the logic of the previously established methodology, the meetings were not mere presentations of the MIMOSA results but were also actual interviews or discussions on key topics. Cities have been chosen considering the a) presence of relevant stakeholders related to maritime and coastal transport or, as in the case of Zagreb, the presence of relevant policy makers, b) an even geographical distribution and c) the actual willingness expressed by stakeholders to participate in interviews or discussion groups.

A series of questions were then posed to all stakeholders, plus some specific issues depending on the stakeholder at the time. The topics proposed to all stakeholders are as follows:

- Relevant innovations or changes introduced by your organisation and/or other subjects (transport provider, companies, public authorities, etc.) in terms of sustainable mobility transition and new transport services in the last 10 years.
- Factors that could facilitate an effective transition towards sustainable mobility and transport, in terms of quality, safety, equity and environmental sustainability of transport.
- The tourism impact on the mobility system (services, transport infrastructures) especially during the peaks in summer, holidays, etc.
- Which passenger transport modes should be improved primarily in the transport connections between Italy and Croatia.

Figure 3: Summary of public & private institutional stakeholders involved in the ASC



Further questions / topics have been tackled in specific meetings or interviews according to based on the type of stakeholders involved (see Annex 2 of D.3.4.2 for details) The proposed themes trace the issues addressed by the MIMOSA project but at the same time take up the strategic priorities for transport in the programme area. The themes proposed follow the themes addressed by the MIMOSA project but at the same time take up the strategic priorities for transport in the programme area, with the aim of both raising awareness and gathering the opinions of stakeholders and thus making the process of identifying the themes participatory, which will then be the subject of a common understanding in which the different perspectives and objectives are brought together. This step is therefore necessary to develop a shared and subscribed vision, as a preliminary step to a process proposal on how to proceed for a coordinated planning of transport improvement actions (see also O.4.5., MIMOSA cross-border planning model).

A summary of the results from the stakeholders' consultation is presented in the section 3 of this document, while a detailed report of the meetings and interviews is presented in Annex 2 of the deliverable D.3.4.2. (report on awareness and sensitisation campaign).

2.2. The involvement of the wide public through questionnaires

Alongside the above-described direct involvement of a selected group of stakeholders., a public involvement activity was carried out by means of a questionnaire survey. Such survey was carried out by means of two questionnaires. The first one, aimed at measuring the degree of "ex ante" awareness of the population of the programme area, was administered between May and June 2022 through the EU Survey platform. The second, aimed at assessing the "ex post" change in awareness, administered in November 2022 via Google Forms. Both the survey adopted questionnaires in Italian and Croatian in the respective countries.

The dissemination of the questionnaires is not only used to assess the spread of awareness of the programme, but is itself a tool of awareness, as it conveys a range of information about the programme and the project to respondents. At the time of planning the campaign activities (second half of 2021) there was still uncertainty about possible future restrictions due to the Covid pandemic. Consequently, it was deemed risky to plan meetings with large audiences and opted for the solution of questionnaires for the general public and bilateral and small group meetings with stakeholders.

The campaign developed through the questionnaire involved a total of 482 respondents (284 in the first survey, 198 in the second one), reasonably more than would have been possible through public activities on site. Activities that, moreover, given the uncertainty about the evolution of the Covid pandemic that persisted at the time of planning such activities, would have been risky to schedule. Table 2 shows the main descriptive characteristics of the overall sample.

Table 2: Main characteristics of the sample

Country of origin

Abruzzo	6	1,9%	Dubrovačko-neretvanska županija	7	4,4%
Emilia Romagna	38	11,8%	Ličko-Senjska	8	5,0%
Friuli Venezia-Giulia	87	26,9%	Istarska županija	15	9,4%
Marche	20	6,2%	Primorsko-goranska županija	59	37,1%
Molise	8	2,5%	Šibensko-kninska županija	8	5,0%
Puglia	76	23,5%	Splitsko-dalmatinska županija	34	21,4%
Veneto	80	24,8%	Zadarska županija	16	10,1%
Don't Answer	8	2,5%	Don't Answer	12	7,5%
Total respondents from Italy	323	100,0%	Total respondents from Croatia	159	100,0%

Age, Gender and previous travel between ITA and HR.

Age			Gender		
18 – 24	9	1,9%	Male	269	55,8%
25 – 34	106	22,0%	Female	211	43,8%
35 – 44	140	29,0%	Other / Don't Answer	2	0,4%
45 – 54	134	27,8%	Have travelled between ITA-HR		
55 – 64	65	13,5%	Yes	342	71,0%
> 64	25	5,2%	No	137	28,4%
Don't Answer	3	0,6%	Don't Answer	3	0,6%
Total respondents	482	100,0%			

A first survey ("ex-ante") was aimed at assessing to what extent the public was informed about the MIMOSA topics and policies concerning transport connections between Italy and Croatia. In addition, a section of the questionnaire was dedicated to gaining insight into some aspects of the respondents' direct experience of cross-border travel between the two countries. Overall, the questionnaire contained three sections with five questions each. As mentioned above, the questionnaire is both a tool for assessing awareness of MIMOSA themes but also a way of bringing the themes themselves to the attention of the public, so it is in fact itself an element supporting the awareness campaign. This was also the purpose of the project and programme information conveyed with the questionnaire (see annex 2 to deliverable D.3.4.1.).

The first survey, conducted through the EUSurvey platform, collected answers from a total of 284 respondents (183 from Italy, 101 from Croatia) within approximately one month (between May and June 2022).

The survey covered the “wide public” and was contacted through various channels: e-mails addressed by the individual MIMOSA project partners to their respective stakeholders, social channels, and general mailing channels. At the same time, databases of local and regional stakeholders were created with reference to the individual programme areas by collecting the e-mail addresses available on the respective official websites. Three mailings were made in relation to the timing of the questionnaire (first mailing, mid-term recall – final reminder) providing contacts for possible support in filling in.

Similar procedure has been implemented for the second survey, conducted at the end of the MIMOSA awareness and sensitisation campaign (November 2022). This questionnaire was conceived to be lean and quick-to-fill (it included only five questions), and it has been disseminated for 8 days (22-30 November 2022) through Google Forms, by all project partners to their respective stakeholders already consulted for the initial questionnaire. Moreover, as in the previous case, the questionnaire has been spread to social networks (Linkedin, Facebook). This second survey received as a whole 198 complete questionnaires, 140 from Italy and 58 from Croatia. A summary of the key results is proposed in section 3 of this document, while more detailed results are presented in the Annex 3 of deliverable D.3.4.2.

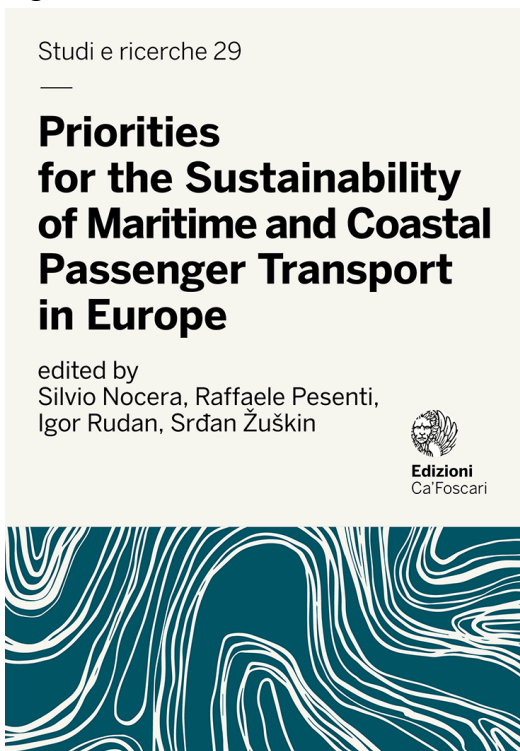
2.3. The involvement of scholars and academic community

In the ASC methodology (D.3.4.1) the “academic community” has also been included in the target audience, which is to be understood in the broadest sense, i.e. as the set of researchers, scholars, students and experts who may be interested in the topic of sustainable transport in various ways. Thus, it is not only universities faculties in the narrow sense, but the broad community of current and potential scholars interested in maritime transport sustainability.

The MIMOSA project has carried out specific analyses on the demand and supply of maritime and coastal transport in the programme area, often using innovative modelling and with noteworthy results. The results of these analyses were, of course, included in the project deliverables and

outputs, but we thought that it would also be appropriate to disseminate them to the scientific community in the more familiar form of a book. Consequently, a “call for chapters” was launched in January 2022 to collect contributions for a book entitled “Priorities for the Sustainability of Maritime and Coastal Passenger Transport in Europe” (figure 4). Authors from various parts of Europe responded to the volume. In total, there were 19 contributors for seven chapters and a preface. The topics of the volume range from EUSAIR strategies to European maritime transport policies, from methods for analysing the sustainability of technological solutions and service levels, to models for analysing demand preferences, to the state of the art in strategic transport planning.

Figure 4: The “MIMOSA book”



Although from a strictly formal point of view, the book was not developed within the MIMOSA project (it was realised with other funds of the PP2 partner responsible for WP3), but it contributed significantly to the dissemination of the project results and thus, in concrete terms, was an important dissemination element. At the time of writing, the book has been distributed in 200 printed copies and around 220 readings or downloads online, with a total of over 400 hits.

The book has been published in September 2022 by the academic publishing house Edizioni Ca' Foscari - Venice University Press, under the terms of the Creative Commons Attribution License (CC BY) (i.e. available free

of charge) both in hard copy and at the following permanent link: <http://doi.org/10.30687/978-88-6969-617-6>

Moreover, a further dissemination action addressed both to the scientific community and to experts and stakeholders was carried out through an event held in Venice, in the headquarters of

Ca' Foscari University, on 14 October 2022. This event was attended by personalities, experts and academics who animated a debate centred on the key issues around which the MIMOSA project revolves.

2.4. Dissemination on social networks

As the ASC developed, there was a constant presence on social media, (on LinkedIn in particular, which is the most frequented by the professional community), both through the official MIMOSA social media accounts and by personal accounts of the team members of all the PPs. The activities were promoted both for communication purposes, but also to support the engagement campaign and, in particular, to increase the response rate of the questionnaires. As can be seen from figures 5, each post received hundreds or thousands of impressions and dozens of interactions. Overall, we estimate that ASC-related posts exceeded 5000 impressions and 300 interactions.

Figure 5: Examples of posts on LinkedIn related to the ASC activities

Here we are for the last on field interview meetings in Pula - Croatia. With [Ana Panjako](#) we've been used (and tested) all the available means of transport within Italy-Croatia Programme Area! Today is the day for ferry/katamaran from [#Venice](#) to [#Pula](#) for [Mimoso Project](#)

See you in Pula !! [#project](#) [#transport](#) [#interview](#) [#maritime](#) [#mobility](#) [#research](#) [#interreg](#) [#Italy](#) [#Croatia](#) [#management](#) [#sustainable](#) [#citizens](#)

Thanks to [#IDA](#) d.o.o [#Istarskažupanija](#), [#IstraRegion](#) for the great support



Come migliorare la qualità, sicurezza e sostenibilità ambientale dei servizi di trasporto passeggeri (marittimi e costieri) tra Italia e Croazia? 🚢 🚗 🚲 🚶 🚲 🚲 [Università Ca' Foscari Venezia Dipartimento di Management - Università Ca' Foscari Venezia](#)

📍 🟢 ✍️ Compila il questionario on-line e racconta la tua esperienza di viaggiatore, ti basteranno 10 minuti:

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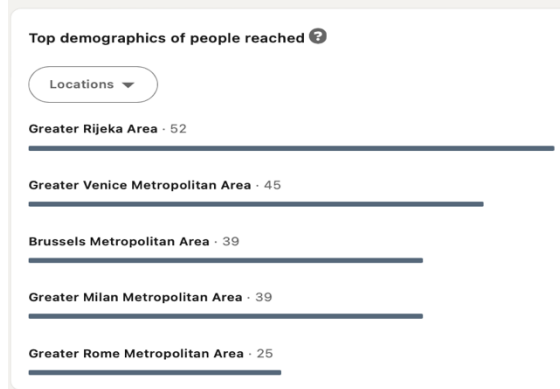
[Regione Autonoma Friuli Venezia Giulia](#) [Regione Emilia-Romagna](#) [Regione Marche-The Marche Region](#) [Regione Abruzzo REGIONE MOLISE](#) [Regione Puglia](#) [European Commission Eltis - the EU Urban Mobility Observatory](#) [Regione Veneto](#)

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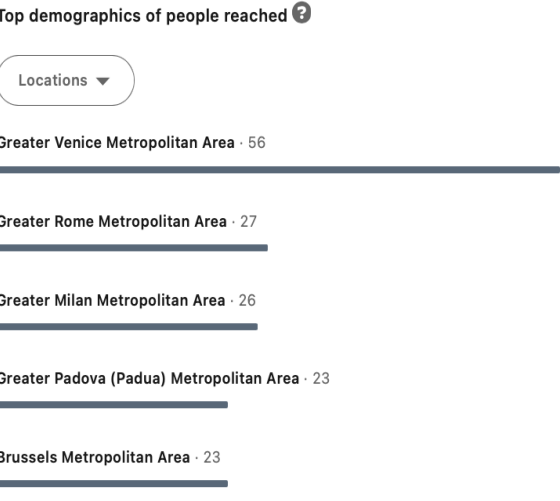
Discovery ⓘ

1,117 Impressions

Discovery ⓘ

954 Impressions



3. Key results of the awareness and sensitization campaign: towards a shared vision

One of the ASC's tasks is to lay the foundations for a shared vision that will form the basis of a set of policy proposals that can accelerate the transition to more sustainable transport. In this sense, the consultations served to identify the priorities, among many possible ones, considered most important by both citizens and stakeholders.

A summary of the results of the ASC is presented in summary form in the Executive Summary at the beginning of this document, and in detailed form in Annexes 2 and 3 of Deliverable 3.4.2. In this section of the report we focus on the policy implications that we think should be primarily drawn from those results.

Regarding the relationship with citizens, awareness campaigns are considered relevant both among citizens and stakeholders, in influencing policies and behaviours. Moreover, the active participation to campaign is spread among the interviewed sample and the. On the other hand, the link between policies and improvements is barely perceived and the role of policy makers, at the various level, is not particularly acknowledged. This fact also clashes with the fact that the EU policies are considered as an impactful factor for the transition towards sustainable transport, especially in Italy. We read in this seemingly contradiction the need for a more focused communication on the role of authorities, at various levels, in the transport development policies. Given that most citizens say they are informed about sustainable transport issues, a focused communication on the role of local, regional, national and European authorities would be an opportunity also for a broad sharing of sustainability principles and practices.

The stakeholder consultation showed broad agreement on a number of main issues, which we resume below as they were set out in the executive summary and with some further specification. In a nutshell, the priorities identified, in addition to the switch to alternative engines and fuels, concern: a) the development of new transport services, including land and new rail infrastructures,

b) improving the connections with islands and the multi-modal interconnections between hubs and cities, c) coordination between operators and authorities, supported by digitisation processes and simplification of procedures, d) planning that takes into account the needs of residents and the interference induced by tourist mobility during the high season.

The improvement of land connections, both in quantity and in quality, (e.g. bus, railways) is widely the most effective way to reduce car dominance in cross border travels. New connections should include a) new railways, b) new bus services, c) improved public transport connecting ports and cities, d) modernization of terminals and of customer-side procedures (e.g. ticketing, travel plan, etc.). This, together with the promotion of intermodal modes of transport, would provide the opportunity not only to reduce car congestions but also to diversify tourism and extend the season. Related to this, the need for an overall improvement of the interconnections between hubs (port, airports, stations, etc.) and cities, in order to provide a service which can compete for times and costs with the use of private cars.

Another crucial factor, widely shared among stakeholders, is the need for a tighter coordination and cooperation among maritime operators, ground transport operators, port authorities, and local authorities, to be accompanied by a digitalization process. Stakeholders have mentioned a possible permanent planning process with all the stakeholders, based on common objectives, an opportunity to achieve shared solutions, and guarantee an effective transition to a sustainable transport system. The forms of coordination could / should be of various types, targeted and multi-level. For instance, a “City-Port” should organize permanent working table, involving all the relevant actors of the urban transport system to discuss, co-create and implementing a jointly planning process. Together with the coordination, the digitization of the navigation schedule (in cooperation with port maritime operators, railways operators and port/local authorities) is considered necessary to achieve an integrated planning process, optimizing traffic and transport management. strengthening mutual coordination and communication at the local, county and national levels.

Another priority emerged from the stakeholders' consultation is the interference of tourism mobility with residents. Specifically, the connection with islands and the Istria County public transport needs to be improved in the logic of a better service to the residents. Connection with islands is a key point that must be improved both in frequency and service quality, in order to take into account the needs of residents and to prevent local island communities from suffering obvious disadvantages.

Finally, as it was expected, less polluting fuels and more efficient vessels propulsion systems are considered A fundamental step for improving the sustainability of transport. This step, however, would require a coordination between maritime operators and Port Authorities to coordinate and optimize investments like, for instance, cold ironing, LNG,

The priorities summarised here are not the only ones, but they are the ones that were most often mentioned during the stakeholder consultation. For this reason, they will form the basis of the document that will be drafted at a later stage (as an annex to this output), in which (as set out in preliminary methodological document D.3.4.1.) a series of policy recommendations will be submitted to a group of stakeholders, with the request of endorsement and of a commitment to pursue and disseminate, within the limits of feasibility and for the scope of competence of each stakeholder. We will return to this point in the concluding remarks.

4. Concluding remarks

Having carried out the awareness and sensitisation campaign on several fronts made it possible to go beyond the typical one-way communication form and make this activity a dissemination but also an opportunity tool. In addition to those described in this report, there are also the activities planned for the implementation of the pilot on innovative solutions to increase awareness of the impact of individual transport choices. As these activities are ongoing at the time of writing, their report will be included in D.3.4.3 to be delivered later.

As far as the results achieved here allow us to be positive about the awareness-raising effects of the MIMOSA project on both the general public and the other stakeholders involved. It also emerges that these activities are perceived as useful and necessary and, above all, in the programme area (particularly in Croatia more so than in Italy) it is very evident that the Union's policies are considered effective and that there is confidence in the ecological transition of transport.

Of the four objectives set out in the methodology for the ASC (deliverable D.3.4.1., section 2.1.), we can say that the two preliminary ones, i.e. awareness and sensitisation, and the assessment of the effectiveness of campaigns and policies, have been more than satisfactorily achieved.

The next step is to further concretise the level of involvement, as stipulated in the document describing the methodology for ASC (D.3.4.1.). More precisely:

- "Shared vision": a document signed by as many stakeholders as possible in which: the current and prospective unsustainability of the state of passenger transport between Italy and Croatia is acknowledged, as well as the need for actions.
- "Commitment": the endorsement (by stakeholders) to a series of policy recommendations that it undertakes to pursue and disseminate, within the limits of feasibility and for the scope of competence of each stakeholder.

The foundational elements of the shared vision were set out in the previous section. These are the result of a multiple series of analyses and consultations, so they have both an analytical foundation

and the heritage of a process of involvement and participation open to both the public and stakeholders specifically selected for their role in maritime and coastal transport between Italy and Croatia.

The next step, then, is to bring the shared vision to the attention of the stakeholders for the endorsement of the resulting principles, which, it is hoped, can be adopted as a reference for future development actions and investments.

Annex: Letter of endorsement

O.3.6 Annex

Letter of endorsement and non-binding commitment
on the principles and actions identified as priority by
the MIMOSA project

MIMOSA project
(Maritime and multimodal sustainable passenger transport solutions and services)
Italy-Croatia Cooperation Programme

To: Ca' Foscari University – Dept. of Management
Research Office – MIMOSA Project Management
S. Giobbe 873 - Cannaregio
30121 Venezia (Italy)
ricerca.management@unive.it

Letter of endorsement

WHEREAS:

- “*Maritime and multimodal sustainable passenger transport solutions and services - MIMOSA*” is a strategic project financed by the Italy-Croatia Programme;
- MIMOSA has the objective of improving the quality, safety and environmental sustainability of marine and coastal transport services and nodes by promoting multimodality in the Programme area,
- Such objectives are framed within the TSG2 of the EUSAIR macro-regional strategy which is promoting economic and social prosperity and growth in the region by improving its attractiveness, competitiveness, and connectivity,
- MIMOSA conducted a series of analysis and public stakeholder consultations leading to the identification of a series of priorities and weaknesses with respect to the present situation of passenger transport, hereby resumed:
 - o excessive car use in cross-border travels,
 - o insufficient coordination between transport operators and cumbersome administrative procedures,
 - o low-level of cross-border connectivity
 - o inadequate connections of transport nodes to the hinterlands, the islands, and the coastal areas.
 - o excessive maritime transport emissions,

ALL THIS CONSIDERED:

The (***) name of the organization/institution (***), here represented by (***)Name Surname, role (***) as authorized representative, acknowledges and endorses the following principles and related actions as potential solutions of the aforementioned priorities and weaknesses

- Improvement of the coordination between transport operators and authorities, supported by digitalization processes and simplification of procedures.
- Development of new cross-border transport services characterized by sustainability, accessibility and multimodality.

- Improvement of the connections between main transport nodes and the hubs, with a focus on the accessibility of the hinterland and of the islands.
- Proper consideration of the needs of residents and of the interference induced by tourist mobility.
- Reduction of emissions from vessel traffic by adopting suitable technological solutions including (but not limited to) innovative vessels and engines technologies, innovative fuels, better scheduling, cold ironing, etc.

Within the meaning of the present letter, we endorse such principles and undertake, without any obligation,

- to support the principles listed above within the limits of their own prerogatives, responsibilities and without prejudice to their own economic objectives;
- to act, where possible, as spokesperson for the aforementioned principles by promoting it in the most appropriate contexts

Venue, date

(Name of the organization)
Signature